

## CLAIMS

We claim:

1. A method for generating peer referrals for cruise ship services, comprising the steps of:

disposing on a first portion of a decorative plaque an identifier associated with a cruise ship service provider;

disposing on a second portion of said decorative plaque an image of a particular cruise ship of said cruise ship services provider; and

disposing on a third portion of said decorative plaque a photograph mounting structure having at least one retaining feature associated therewith for securing a personal photograph to said third portion.

2. The method according to claim 1, further comprising the step of offering said decorative plaque for sale on board said particular cruise ship.

3. The method according to claim 1, further comprising the step of providing a set of instructions with said plaque indicating that a personal photograph associated with a cruise aboard said particular cruise ship should be secured in said photograph mounting structure.

4. A method for generating peer referrals for vacation services, comprising the steps of:

disposing on a first portion of a decorative plaque an identifier associated with a vacation services provider;

disposing on a second portion of said decorative plaque an image exclusively associated with a vacation services facility offered by said vacation services provider; and

disposing on a third portion of said decorative plaque a photograph mounting structure having at least one retaining feature associated therewith for securing a personal photograph to said third portion.

5. The method according to claim 4, further comprising the step of selecting said photograph mounting structure to be a planar surface.

6. The method according to claim 4, further comprising the step of selecting said at least one retaining feature from the group consisting of a clip, an adhesive, and a slot.

7. The method according to claim 4, further comprising the step of disposing an adhesive layer on a surface of said photograph mounting structure, and disposing over said adhesive layer a removable peel layer, whereby removing said peel layer exposes said adhesive layer.

8. The method according to claim 4, further comprising the step of selecting said photograph mounting structure to have a planar surface size selected from the group consisting of 3" x 5" and 5" x 7".

9. The method according to claim 4, further comprising the step of providing a set of instructions with said plaque indicating that a personal photograph associated with said vacation services offered by said vacation services provider be secured in said photograph mounting structure.

10. The method according to claim 4, further comprising the step of selecting said vacation services to include a cruise.

11. The method according to claim 10, further comprising the step of selecting said image exclusively associated with said vacation services facility to be an image of a particular cruise ship.

12. The method according to claim 11, further comprising the step of exclusively offering said plaque for sale on-board said particular cruise ship.

13. A souvenir plaque for generating peer referrals for cruise ship services, comprising:

a plaque;

an identifier associated with a cruise ship service provider disposed on a first portion of said plaque;

an image of a particular cruise ship of said cruise ship services provider disposed on a second portion of said plaque; and

a photograph mounting structure disposed on a third portion of said decorative plaque and having at least one retaining feature associated therewith for securing a personal photograph to said third portion.

14. The souvenir plaque according to claim 13, further comprising a set of instructions attached to said plaque indicating that a personal photograph associated with a cruise aboard said particular cruise ship should be secured in said photograph mounting structure.

15. The souvenir plaque according to claim 13, wherein said photograph mounting structure is a planar surface.

16. The souvenir plaque according to claim 13 wherein said at least one retaining feature is selected from the group consisting of a clip, an adhesive, and a slot.

17. The souvenir plaque according to claim 13 wherein said at least one retaining feature is an adhesive layer disposed on a surface of said photograph mounting structure, and a removable peel layer is disposed over said adhesive layer, whereby removing said peel layer exposes said adhesive layer.

18. The souvenir plaque according to claim 13 wherein said photograph mounting structure has a planar surface has a size selected from the group consisting of 3" x 5" and 5" x 7".